

Reshaping Self-Identity Through Memory Replay

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ABSTRACT

Autobiographical episodic memory plays a crucial role in shaping our self-identity. By recalling personally experienced events, especially those that are emotionally significant, we construct a narrative about who we are. For individuals with social anxiety, this narrative often becomes skewed, as they are more likely to ruminate over negative social memories, like instances of embarrassment or perceived rejection. Over time, this biased pattern of memory recall strengthens maladaptive self-beliefs, like “I’m awkward” or “People dislike me”, which perpetuate feelings of social anxiety. Fortunately, research suggests that intentionally recalling memories of successful or affirming social interactions may help us to see ourselves in a more adaptive, confident way. To test this, we will use HippoCamera, a validated smartphone app designed to strengthen memory recall through brief, personalized video recordings. Our study will examine whether using HippoCamera to record and replay positive social events can improve self-identity and reduce social anxiety.

KEYWORDS: Autobiographical episodic memory, self-identity, social anxiety, HippoCamera

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Memory Builds Identity

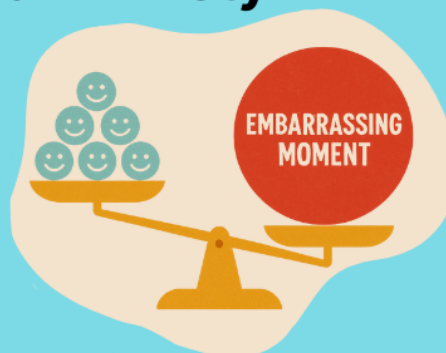
Each time we **remember** something, like a time we felt **embarrassed**, it **shapes** our **identity**



Memory Bias in Social Anxiety

People with **social anxiety** focus on **negative memories** of **rejection** and **awkwardness**

This **reshapes identity** in **harmful ways**



I'm
awkward

People
dislike me

Positive Recall Benefits

Focusing on **positive social memories** shifts how you see yourself and **reduces anxiety**



Our Study: HippoCamera

A validated smartphone app that **boosts memory recall**

Hypothesis: recording and replaying positive social events will **improve identity** and **reduce anxiety**



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HippoCamera

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